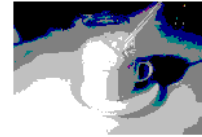


Appendix A.9

Spatial Analysis Test



Eat At Spiffy's!

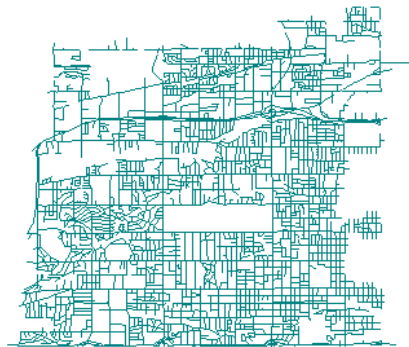
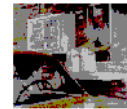


1 of 3

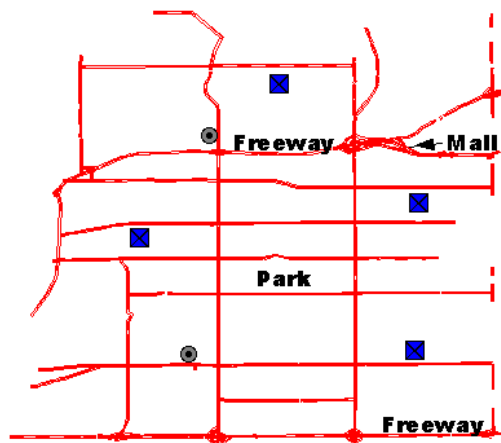
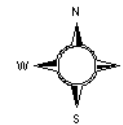
You are the regional manager for the Spiffy's Fast-Food Restaurant chain. Your boss, the national manager, sends you an E-mail saying that you have 15 minutes to choose the top 3 locations where a new Spiffy's could be built. You have the following information: streets, streets with high traffic volume, existing Spiffy's restaurants, locations of high schools, percent of the population between 15 and 24 years old, median income, and zoning.



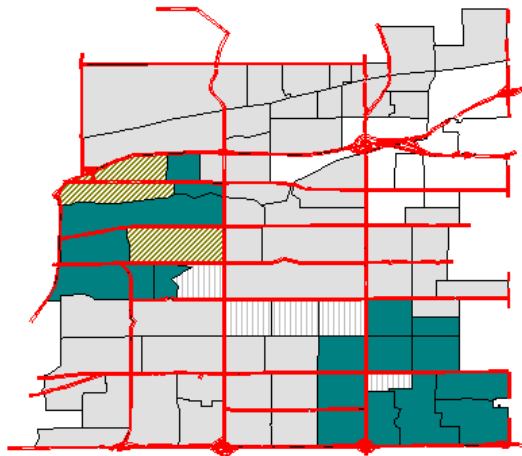
Place a "spot" and a "1" on the map on page 3 in the location of your top choice, a spot and a "2" for your next choice, and a "spot" and a "3" for your third choice. Below the map, justify your choices by indicating the variables you chose, rank their importance, and discuss why you chose those variables.



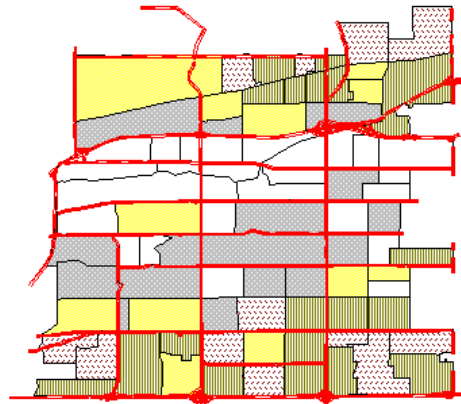
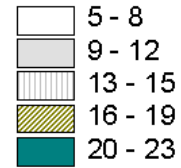
Other Streets



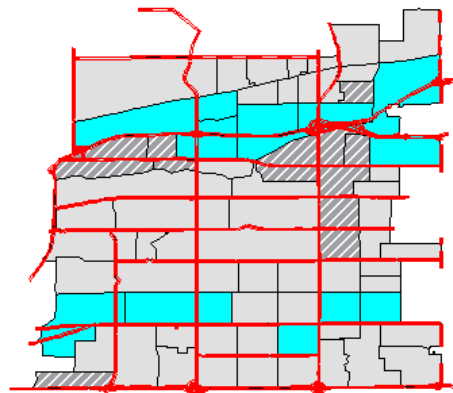
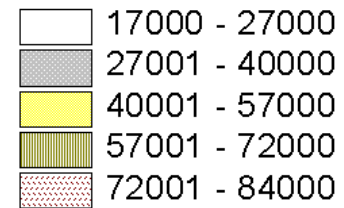
- Existing Spiffy's Restaurants
- High Schools
- Streets with > 10000 vehicles/hour



% of Population Aged 15-24



Median Income / Year

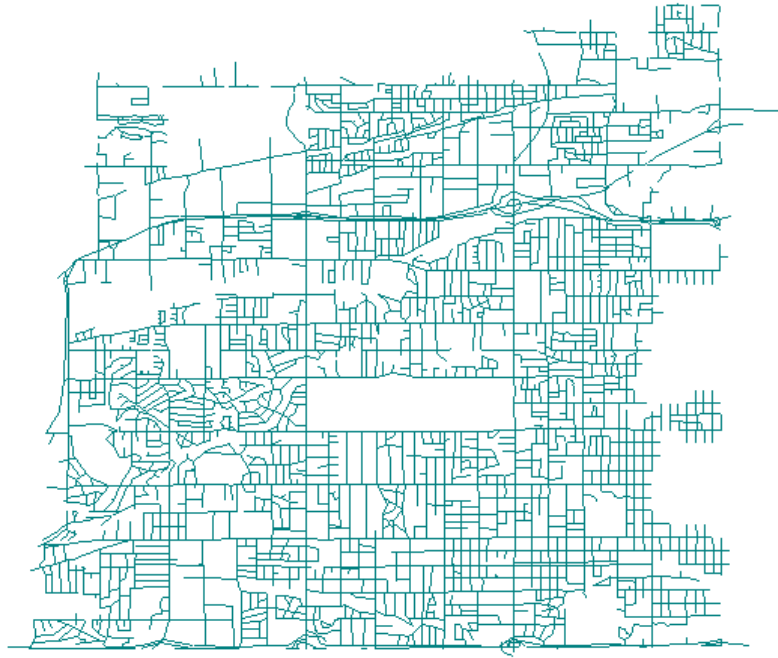


Zoning



Place a spot with a "1" on the following map on the location for your top choice, a spot with a "2" for your next choice, and a spot with a "3" where your third choice is located.

3 of 3



Justify your choices below by ranking the variables, with a 1 for your most important, and 6 for least important. Below your ranking, write how you chose your top 3 locations:

- _____ Busy Streets
- _____ Existing Spiffy's Restaurants
- _____ Locations of High Schools
- _____ Percent of Population Aged 15-24
- _____ Median Household Income
- _____ Zoning